

Maple Valley, Washington

Brand Story



Maple Valley brand story & positioning line

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You step out of the car, and immediately notice the change. The crisp, clean air drifting down from the higher elevations exhilarates as you breathe in the fragrant Douglas fir. This certainly feels new and different. A few minutes ago you were sitting in congested traffic barely moving and hardly noticing the monotonous commercial businesses, developments and sameness lining the highway. Now the roads are lined with trees - a variety of tall pines. You're definitely not in the city anymore. You know you're somewhere between Seattle and the Cascades, but in a place you know you've never been. It feels like you've left the usual suburban sprawl and entered into a unique and different environment. One bordering on the edge of a wilderness. Yet, this is a suburb. Just not like one you've seen before.

You've always wanted to spend time in the wilderness. Maybe even live in or near a forested area. As long as you weren't too remote, and you didn't have to give up some of the creature comforts or city amenities you've grown accustomed to and expect. Welcome to Maple Valley. A city infused with nature's majestic beauty and Pacific Northwest rustic charm. Close to the edge of the wilderness and far enough from the big city to feel like a real retreat. Yet, still close enough to the city and convenient to all its amenities and opportunities. Better still, Maple Valley has many special amenities, features and attributes of its own.

Here you'll find a community that feels like a refuge, far removed from the stresses of city life. Immersed in nature and surrounded by trees, Maple Valley resembles a haven in the forest with all the woodland areas, lakes, trails and wildlife habitats that are such an integral part of this special community. In fact, it was once known as a retreat for those wishing to escape the faster pace of city life and experience life in the great outdoors at Gaffney's Lake Wilderness Resort. And, as the easternmost point of King County's urban growth boundary, it's not at all unusual for black bear, deer and elk sightings to occur frequently around town. (cont..)



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This is a family-oriented community focused on cultivating a higher quality of living by committing to and providing everything from an exceptional school system (perennially ranked in Washington's Top Ten) to an incredible parks and trail system for residents and visitors. Tucked away out of mainstream suburbia, Maple Valley offers the best of both worlds: access to the services and amenities you need for comfortable, convenient living combined with a healthier, safer, more peaceful and active lifestyle due to the surrounding natural beauty and the benefits of being in the great outdoors.

In a city in harmony with nature, outdoor recreational opportunities abound. Hiking, biking and horseback riding trails and walkways wind in and out of neighborhoods and commercial areas linking to other trails, habitat conservation areas and parks. So much so that you can traverse the whole community, rarely having to cross a paved road.

When your city park looks like a picture postcard and the beauty of Washington is right in your own backyard, it makes sense that residents are imbued with a dedication to stewardship of the land and preserving the natural beauty and purity of the air, water, land and wildlife.

With a treasure like Lake Wilderness and all the memories families have accumulated there over the years at Maple Valley Days, the Fishing Derby, Fourth of July Celebrations and Holiday Lights Celebrations, not to mention summers spent on the beach, swimming, paddling, picnicking and enjoying live music or movies by the lake, it's no wonder residents and visitors alike recognize that their quality of life is closely connected with their natural environment.

A small, rural suburban town embedded in the great outdoors, situated on the edge of the wilderness, Maple Valley is unquestionably an amazing environment for families, or anyone seeking a better way to live.

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A Suburban Wilderness



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